



## **Downtown Center Business Improvement District**

### **BOARD OF DIRECTORS MEETING MINUTES November 4, 2009**

#### **Board of Directors**

Barbara Bundy, Frank Frallicciardi, John Goldrick, Kent Handleman (via conference call), Steve Hathaway, Sandy Nam, Anne Peaks, Peklar Pilavjian (via conference call), Carol E. Schatz, Colin Shepherd, Patrick Spillane, Daniel B. Swartz, Susann Ventzke, Cari Wolk, Josh Wrobel (via conference call), Peter Zen

#### **Absent**

Sonny Astani, Robert Cushman, David Damus, Kathy Faulk, Jeffrey Griswold, Robert Hanasab, David Shahriari

#### **Staff**

Hal Bastian, Michael Clark, Jacob Holloway, Connie Hwang, Aleeza Miller, Ken Nakano, Herman Pang, Alexander Stettinski, Justin Weiss

#### **CALL TO ORDER**

Bundy called the meeting to order with a quorum at 8:09 a.m.

#### **APPROVAL OF MINUTES**

A motion was made, seconded, and approved to accept the minutes from the September 17, 2009 meeting.

#### **PROPERTY OWNER/PUBLIC COMMENT PERIOD ON AGENDA ITEMS**

Bundy opened the meeting to the public for comments, in which there were none.

#### **PRESIDENT'S REPORT**

Schatz reported:

Schatz would like to have another Board meeting on December 2, 2009, to confirm the officers for 2010 and resolve the remaining open items. The Board agreed to meet again in December.

Schatz distributed the 2010 meeting dates to the Board members, which will continue to be bi-monthly unless the Board feels a need to change the schedule.

A request was made at the retreat for a list of properties in the DCBID represented by the Board members, and a spreadsheet was distributed as such.

Schatz reviewed the attendance of the Board members and requested a better effort to be made to attend the majority of the meetings. Schatz will be sending letters out to people who have not fulfilled the attendance obligations.

Schatz held meeting last week with June Lagmay, City Clerk, as well as other City staff devoted to BID oversight and representatives from the other Downtown BIDs, to establish a relationship with her and let her know that the BIDs generally find the City staff to be supportive and helpful.

Schatz announced that a reception will be held on November 17<sup>th</sup> to welcome both the new LAPD Chief Beck and LAFD Chief Peaks, hosted by AEG at the Target Terrace.

The retail task force is moving forward. The task force interviewed firms in late September, and subject to the approval in the revised budget today will be issuing RFPs for local tenant recruitment efforts and broad retail recruitment strategy. There is a great deal of interest and excitement by the property owners in using this downturn as an opportunity to create an overall retail strategy.

Earlier this year, the DCBID got a call from Steve Needleman, offering a space on Broadway (between 6<sup>th</sup> and 7<sup>th</sup> Streets) for no charge to use as a one-stop marketing center for Downtown. In this space, everything going on can be showcased, and it can also be used to attract business to Downtown. Schatz spoke to Assemblymember Perez requesting State funds for this, which the DCBID will oversee. Schatz has not heard back yet, but will follow up with him. Unfortunately, there was no funding for economic development through stimulus dollars.

(A request was made regarding scheduling for the Board meetings, and Schatz agreed to send out another query to the Board members to determine the best dates and times for the meetings.)

The Public Safety Appreciation BBQ was very successful. Approximately 1,800 lunches were served and generated about \$10,000 in ticket sales. Chief Bratton and Chief Peaks were both in attendance

The Fall Program & Tour will be on November 10. The participants, including all kinds of investors and retailers, are given an overview of Downtown, with trips that showcase the vibrancy of Downtown. Over 400 people are currently signed up for the tour.

Susann Ventzke, new Board member, was welcomed to her first Board meeting and introduced to the Board members. Unfortunately, David Shahriari, the other new Board member voted in during the September retreat, was called away and could not attend the meeting.

Schatz had a conversation with LAPD Captain Chow about creating a piece of marketing collateral to distribute to the employees at the new police administration building, which educates them about restaurant and retail in the surrounding area. Captain Chow will distribute the flyer personally. A question was made whether new residents in Downtown also receive something similar. Stettinski reported that the Downtown Guides are distributed, and the new editions are currently being updated.

Gennia Cui, part-time marketing associate, was introduced to the Board. Jacob Holloway's promotion to manager was also announced to the Board.

Schatz and Michael Clark are still currently negotiating the Historic BID contract, which includes the Safe & Clean team, financial services, and administrative support. The Historic Core is debating whether or not to operate independently. A concern was raised during the retreat whether the Historic Core could maintain the standards set by the DCBID. Attempts have been made to schedule a meeting with the Executive Officers of the Historic Core BID, but it has not yet happened.

## **COMMITTEE REPORTS (abbreviated due to presentation)**

### **ECONOMIC DEVELOPMENT**

Bastian reported:

The Halloween party, held in conjunction with FIDM, was very successful – over 500 children and 600 adults attended. Ralphs donated all of the food. Justin Weiss executed the event very well.

### **MARKETING**

Stettinski reported:

The television news clip covering the Public Safety Appreciation BBQ on ABC-7 was shown to the Board members.

450 restaurant surveys were completed. 17% of all patrons came to the restaurant because of the DCBID, either from an advertisement or because of a Downtown Guide.

The Downtown Guides were shopped and reviewed. The overall score was 4.3 out of 5. The Guides will continue to receive training.

The holiday campaign will be launched on November 17: "Top Ten Things to Do Downtown for the Holidays."

### **OPERATIONS**

Spillane reported:

Last year, the Operations Committee did a special holiday deployment with the LAPD where a team of foot patrol officers was brought in for five nine-hour shifts per week to patrol high-traffic, higher-crime areas, which are primarily 7<sup>th</sup> Street into the Fashion District. Last year we spent \$50,000 - 60,000, because of an extended schedule. This year's budget already has \$25,000 set aside in the budget for a deployment from Thanksgiving through New Year's Day. In doing the final schedule, the total cost comes to just over \$30,000. Spillane made a motion to the Board to allocate \$5,151 from savings from the under-budget security services line item to cover the shortage. The motion was seconded and approved.

### **2010 PROPOSED BUDGET**

The 2010 proposed budget was presented to the Board members by department. Each department presented a summary of its goals and key programs for 2010 as well as a comparison with previous years' spending.

After a discussion of the three proposed budget plans, all of which assume a 3% salary increase for all non-directors on their anniversary date, the Board members took a vote and approved Plan A, which allows for up to 50% of the 2009 budgeted bonus amounts for employees.

### **ADMINISTRATION**

Per previous approval by the Board, Schatz coordinated a deal with Haworth and Unisource Solutions for new conference room furniture, which had already been approved in the 2009 budget. Subsequently, Haworth and Unisource Solutions offered to provide CCA and the DCBID with an additional 40 chairs in exchange for \$20,000 in CCA membership credit. The chairs have a discounted price of \$20,147. Schatz requested approval from the Board to confirm paying CCA its 50% share for the 40 matching chairs of the "Project Budget Barter" (\$10,073). A motion was made, seconded, and approved to pay CCA its 50% share for the 40 additional chairs.

### **OLD BUSINESS**

No old business was brought up.

### **NEW BUSINESS**

No new business was brought up.

### **ADJOURNMENT**

The meeting was adjourned at 9:57 a.m.